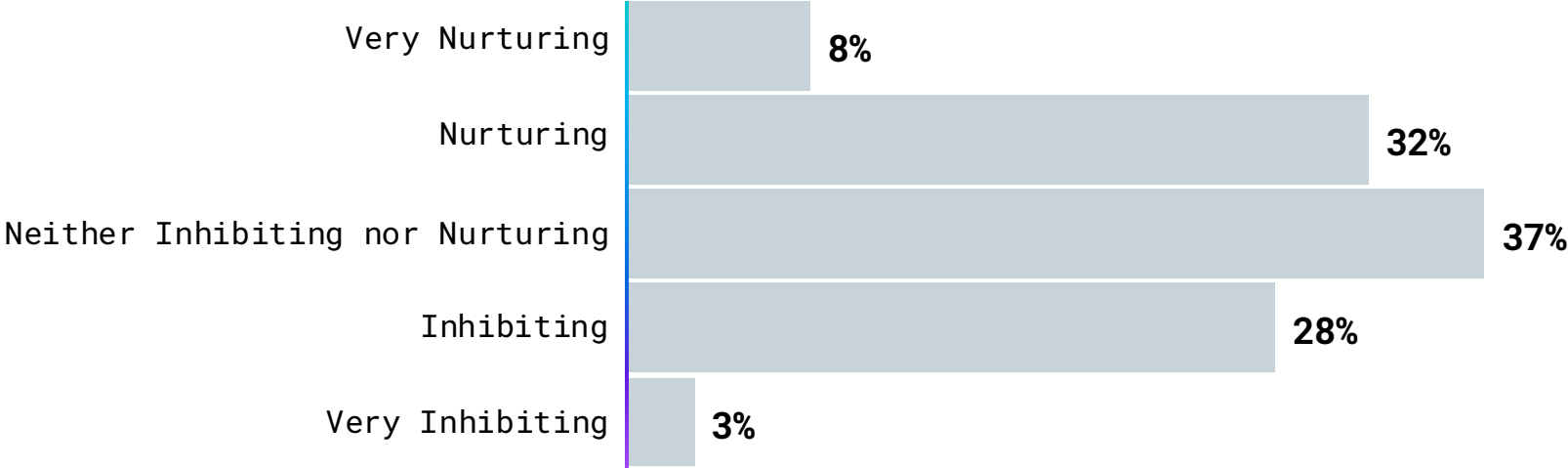


# CX-Centric Culture Levels, 2024

Distribution of CX-Centric Culture Levels from companies that completed XM Institute's *XM-Centric Culture Assessment*



Base: 234 CX Practitioners from companies with 1,000+ employees  
Source: Qualtrics XM Institute 2024 Q1 CX Practitioner Study